

## Market Manager Report

*Presented July 18, 2013*

### Market Updates

#### Marketing

- 6/6/13 Detroit Free Press names AAFM one of five markets statewide “not to miss.” <http://www.freep.com/article/20130606/FEATURES02/306060021>
- Hosting a table at UM Rackham's Annual Information Fair during the New Graduate Student Fall Welcome, Friday, August 30, 2013, from 10:30 am - 12:00 pm.

#### Operations

- Annual stall moveup process will take place on Saturday July 27, 2013 at the end of the market day. All annual vendors wishing to move their permanent stall location will participate in the moveup process at this time.
- December 2012 Recipient of City of Ann Arbor Customer Service Grant. The market was awarded \$1,000 to purchase an iPad, office materials, and multilingual signage to improve customer service to the full diversity of market shoppers. Signs and Google Translator (on the iPad) are utilized by market staff each market day to explain token program information and to welcome all shoppers to the market in many languages.
- New market doors will be installed in the coming month. The cost of the doors will be covered by the Parks Millage, which was renewed by city residents during the November 2012 election cycle.

#### Events

- Saturday August 3, 2013 will mark the market's 94<sup>th</sup> birthday. Parks & Recreation Services GIVE365 Volunteer program is helping to bring volunteers to do activities during the market day. Activities will include a brown paper bag craft, face painting, watermelon eating contest, a piñata, and a duck pull, BINGO game & a photo booth.
- Wednesday August 28, 2013 the Wednesday Evening Market will host a Back to School Night, geared toward the area's college population.